

# **The impact of perceived management commitment on employees work attitude regarding to role of the mediator of internal marketing dimensions (case study: Rasht Keshavarzi bank branches)**

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The current research design is applied in terms of purpose and data gathering is descriptive-survey method. The statistical population of the study consisted of employees of Keshavarzi bank of Rasht branch, which was ed by statistical method in the sample of 88 people. The research tool is a standard questionnaire with 15 questions. The validity of the questionnaire was confirmed using content validity and structure validity method, and the reliability coefficient for perceived management commitment variables to internal marketing, employees work attitude, the internal marketing dimensions were 0.968, 0.815, and 0.962, respectively. The structural equation method have been used to analyze the data. The findings showed that the impact of perceived management commitment on employees work attitude, the dimensions of internal marketing, informal internal communication and formal internal communication were 0.771, 0.651, 0.782, and 0.586, respectively. The results have also shown that formal internal communication on employees work attitude is 0.644 and on informal internal communication is 0.214. The impact of formal internal communication on informal internal communication is 0.508. And finally the role of the variable mediator of internal marketing dimensions has been confirmed.

**Keywords :** perceived management commitment variables to internal marketing, employees work attitude, internal marketing

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